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Catalog of seeds

All that is Good for *Your* Garden

*An Unusual Story
for an Unusual Time*

*A new Message of Cheer
to all true Garden Lovers*

JANUARY 1st, 1918

Maurice Fuld

PLANTSMAN - SEEDSMAN

1457 Broadway

New York

U.S. FOOD ADMINISTRATION
LICENSE NO. G 39257

To the Gardening Public

The times have become abnormal. No longer can we plan ahead. We must adapt ourselves to the conditions as they exist and sail with the stream or otherwise we create friction.

All that we are and that we have we owe to our country. Her needs are paramount in our consideration to adjust our systems of living.

We cannot and must not enjoy all of our former comforts, for to live in luxury while others have the bare necessities is inconsiderate to our fellow beings.

But next to our duty to our country and our family comes another duty, to minister to the wants of the things we called into being, and one of the foremost in this class is the "garden." Here we have gathered around us all our favorites in the family of plants. They in turn have given us their best so we could get a greater glimpse of a true and real life.

We have tasted their companionship and we have learned to love them as only we can love our own, and now—can we forsake them?

Our hearts must be made of stone, our sense of sympathy must be buried, our better nature must be blind, we cannot call ourselves civilized if we unwisely or without thought answer this question with "yes."

With all the power of my being I cry into the world, Do not forsake your garden! for sooner or later we shall realize how barren is our life, how unjust our deed, how unkind to those who have never harmed us we have been, if we say, I must forget you.

We cannot get away from the fact that we cannot perhaps be as liberal with our gardens as we have been in the past; we haven't the wherewithal to do it with; we cannot get help, and so it is our duty to adjust our sphere in gardening and do that we can.

That I am in sympathy with all that must curtail I need not mention, for it strikes home; for you must realize, it is my living but I do not complain, for I am only one of the millions who must do with less and now I want to prove once more my loyalty and gratitude to those who have helped me in the past, by doing the most unusual thing, namely, in these times, when the cost of everything has risen to almost the unreachable, I have decided to give you all a refreshing treat, for with this offer, I have actually reduced the cost of most things to one-half, and as I have always been frank with you, I tell you just how I have been able to accomplish it.

The actual cost of the seed even in the past was a negligent matter when compared to the overhead charges of the average seed business. The enormously costly catalogues combined with wages, advertising and salesroom expenses amounted to fully 100 to 200 per cent over the cost of the seed.

Seeing the signs of the times I figured that I could cut out most of the overhead charges—and I shall not issue my usual catalogue, but this modest list you see in its place. I shall do no advertising, but rely on my old friends or those whose names you will be kind enough to submit. I abandoned my original plan of opening elaborate salesrooms, but shall conduct my business from my present quarters, and finally I shall fill all orders personally and thus reduce all overhead charges.

It is an unusual stroke of business fitted to these unusual times, but with the one thought uppermost in my mind, namely, to enable the gardening public to keep up their gardens at less cost than ever before.

Thus am I doing my bit for my country.

My "delightfully different service" shall not suffer, for my very act as described above is the best proof that my heart is in the right spot and I shall work harder than ever before to make my service even more delightful than ever before.

But in order to live and exist and serve I need your patronage more than ever and I ask you in my usual frankness to be just as liberal with me as you possibly can, for you will need me in the future more than now and I want to be here then to serve you.

Please read this booklet from cover to cover. You will find it alive with delightful surprises, an inspiration for our serious minds and a relaxation from the literature we are now forced to partake of.

MAURICE FULD.

SPECIAL FEATURES OF THIS OFFER

In order to make this offer intelligent and useful as well as to fit it properly into the present conditions I realized that we must confine ourselves mostly to popular annuals, such as can easily be grown, are well known to all, thus making descriptions unnecessary, and to omit all flowers which are not really essential in beautifying gardens. And so you will realize why I have made my selection as it is and why I have treated it in the manner I have.

When we know why, we understand it better.

SEND ME THE NAMES OF YOUR FRIENDS

If you think my original offer would benefit others then send me their names and make it possible for them as well to enjoy an inexpensive garden during war times. In addition it will mean a great help to me, for I shall not advertise this season.

INFORMATION

Nothing gives me greater pleasure than to help my friends solve their garden problems, but here again we are confronted with new conditions; namely, the increased rate of postage, the higher cost of stationery, increase in wages for help, etc., make this formerly gratuitous service a burden on a small business man like myself, but I feel that in no other way could I help you more and so not to have to discontinue this important service I would suggest that if you wish to ask questions to please enclose 10 cents in postage with your letter to cover the expenses. This I am sure you will consider but fair; you are then at liberty to ask all the questions you wish and may expect thorough and full answers.

GARDEN LECTURES

By Maurice Fuld

For years I have appeared before the most prominent garden clubs all over the country and delivered talks on flowers (as these are my favorites), but now I feel it my patriotic duty to announce that I have designed six special lectures on "The Growing of Vegetables by Amateurs," which I am anxious to give during this coming season.

My engagements up to now leave me but few dates open for January, February or March, but with the beginning of April I am open for additional appointments.

My lectures are different. I am practical—not a theorist. I speak your language—just plain English.

I welcome questions and never tire of them.

For particulars and terms (which are reduced to meet the present conditions), please apply.

The Most Entrancing Book on Gardening Ever Published

"LET US MAKE A FLOWER GARDEN"

By Hanna Rion

Of all the books I have ever read—and I have read just a few—there is none in my opinion that touches so close to our needs as the above-mentioned issue. It is a book that should be read by every Amateur gardener, no matter what other books you have in your possession now.

The reading itself is so charming, so bewitching, so thrilling, so interesting, and so real that I am willing to guarantee to anyone the happiest hour of entertainment, provided you are an earnest gardener.

And in addition, it is just brimful of good, practical suggestions.

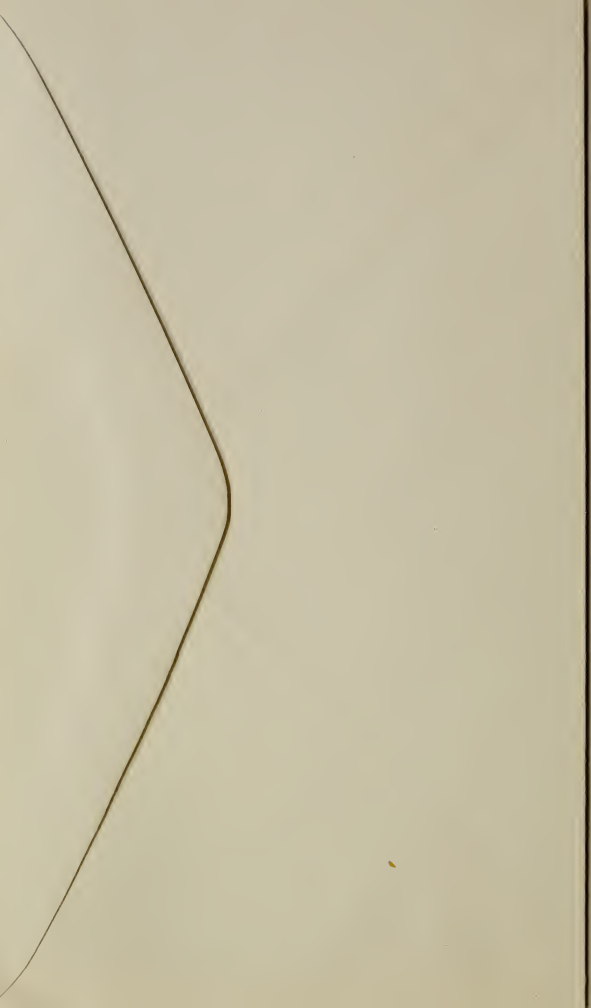
Per copy (208 pages), postpaid \$1.60

FROM

MAURICE FULD

1457 BROADWAY

NEW YORK CITY



"FLOWER LORE"

By Maurice Fuld

A monthly magazine on flower gardening designed for the exclusive benefit of the amateur gardener.

"Flower Lore" is unique in many ways:

(1) It never repeats a single subject, and hence it is essential that you possess it from the very beginning.

(2) It carries no advertising. Every page is full of kernels of wisdom; no shells.

(3) It is timely, for in the growing season the subjects given apply to the months they are published in. No storing for the future, but information applicable at once to our gardens.

(4) Its language is your language—no high sounding terms; just plain English for you to understand instantly.

(5) All directions are given to the minutest detail, so that after you have read it there are no questions to ask.

(6) It is up-to-date, more so than any other magazine.

(7) It is original in its size—only 8 pages of 6x9, and there is a reason for it: You can only digest that much at one sitting and digest it well.

(8) It discloses unpublished secrets, for it is edited, written and published all by yours truly.

(9) It has the approval of a most critical gardening public, as the following will attest to.

And, finally, let me inform you that its first number appeared in July, 1916, so that one year's volume is completed, while the second volume is in its seventh month (at this writing).

The first volume is now furnished complete, in 12 loose issues, at.....\$1.00

Or bound in a most artistic cover, at..... 1.50

Volume 2 you can subscribe for at..... 1.00

And we can supply an artistic self-binder at..... .50

Three dollars sets you right till July, 1918.

WHAT THE PUBLIC SAYS ABOUT MY MAGAZINES

"I find it very interesting and most helpful. It is quite wonderful how much you get into your little papers."

MISS L. G. W.

"Am delighted with 'Flower Lore.' The last issue (August, 1917) seems like a personal letter all for me. Can get you some subscribers when my friends come back home."

MRS. H. A. F.

"I surely want my 'Flower Lore.' I would be lost without it. I had wonderful success, due to your kindly advice. The seed I bought of you this year was so far ahead of any others that hereafter I shall not be buying seed elsewhere. I wish you might have seen my asters (from your seed)—they were simply wonderful . . ."

MRS. F. F. B.

"I enjoy all your writing so much."

MR. J. N. T.

"You will be pleased to know I have found it very helpful during the past year."

MR. W. L.

"I certainly don't want to miss any of your magazines. I have enjoyed 'Flower Lore' more than the other magazines I take, the reason being that you explain so clearly how to do things. I am just a poor amateur; however, I expect to improve with your instructions."

MR. A. C.

"I am at heart a gardener, and I have never seen any other publication on the subject which seemed so helpful. I am subscribing for the Public Library."

MISS E. F. B.

"I do not want to be without your interesting magazines."

MRS. H. B. D.

"The July number of 'Flower Lore' just at hand, is of great value to me with its clear pruning directions—worth the year's subscription price."

MRS. J. T.

"I like the magazines and would gladly recommend them. I like particularly their having no advertisements."

MRS. C. W. B.

"I am thoroughly enjoying your publications. They are certainly brimming over with practical information. I think you are quite a . . . (oh, well, I am modest), and I certainly hope to see you some day."

MRS. T. E. M.

"I am sure we are going to find 'Vegetable Lore' as helpful as 'Flower Lore,' and that is saying a good deal, for 'Flower Lore' is the best of its kind. It is certainly a splendid little magazine and we wouldn't be without it."

MRS. A. S. T.

"You are doing a good work, and you should have the support of everyone who loves flowers. I can hardly wait until the issues arrive. I like the way you write them. Keep up the good work."

"I have nothing but praise for the magazines and find the subjects treated quite unusual."

MISS F. G. S.

"I have enjoyed your magazine and derived a great deal of benefit from it."

MISS A. P.

FULD'S "JUST DELIGHTFULLY DIFFERENT" FLOWER SEEDS

If I only could publish a score of the hundreds of testimonials I have received on the merit of my seeds, I would not need to say another word to convince all that I have left nothing undone to furnish the public with the best to be had.

Notwithstanding my reduction in cost of seeds as offered here, I wish to emphasize the fact that all seeds are of the same high standard as before, and, in addition, I have tried my packages to contain a more liberal supply of seeds.

I offer neither a non-warranty, nor a positive guaranty, for I tell the truth about all my seeds, plants and bulbs.

I claim that what I sell is as good as the best to be procured, with the additional assurance that I furnish at all times the freshest possible seeds and only such as would come as true to description as human limitations can produce it.

Further, I hold myself responsible to give absolute satisfaction to my clients with all goods purchased from me, and if occasions do arise to give cause for complaint, I will guarantee to adjust them promptly and at all times to the satisfaction of my clients.

At no time will I knowingly substitute, unless this privilege is granted beforehand.

Owing to the fact that I want to make "Flower Lore" the exclusive outlet of my vast store of knowledge on the growing of all things, I have omitted from this book all such information; first, because space is too valuable here to utilize it for this purpose; second, abbreviated information is valueless; and third, I believe such information is enough appreciated by the gardening public that they will not only treasure my magazine, once received, but will consider each number worth the entire year's subscription.

Flower Seeds Not Offered Here

If there is any variety of Flower Seeds which you would like to purchase, but do not find in this offer, I will gladly procure it for you and send it with your order.

SEEDS OF ANNUAL FLOWERS

NOVELTIES FOR 1918

- 6122. Fuld's "Coral Queen" Zinnia**
For years all my friends have told me—"There is a beautiful shade of pink amongst Zinnias. If we could only get it alone."
Well, here it is—and more than that, it comes almost all true—a shade of the most exquisite coral pink. The type is semi-tall—say 18 in. high, and covered with fairly large blooms all through the season. One of the finest cut flowers....Pkt., 25c
- 295. Fuld's "Aristocrat" Snapdragon**
The most lovely pale salmon pink flower in existence; of tall, stately growth and unusual health. Seeds can be depended upon to produce a very large percentage of plants true to its color. A more beautiful snapdragon has never enhanced our gardensPkt. (100 seeds), 25c
- 1330. Fuld's Double Bachelor Button "Enchantress"**
Several years ago when the double blue Cornflowers made their appearance, every gardener acclaimed them instantly as an excellent improvement and acquisition, and today the double form is preferred. With the present novelty, the color is an advancement; a shade of enchantress pink, a delightful and charming color both to possess in the garden and to cut for the house.....Pkt., 15c
- 1120. Fuld's "Orange Giant" Calendula**
There is no more thankful flower in our garden than the popular Pot-Marigold, with its unceasing flow of blooms. An American gardener has by reselection succeeded in producing a much larger flower with a longer stem, and a flower of such perfection that it is a delight to look upon. The color comes true—a vivid orange. Pkt., 25c
- 2702. Fuld's "Sweetest" Mignonette**
We love all flowers more for their fragrance, and Mignonette, indeed, has no other virtue to commend it. I am trying to introduce here "the most fragrant Mignonette" ever grown in our gardens, combined with a majestic flower spike, which in no other garden has been seen. All so-called "Giant spikes" can boast of little sweetness, so that here for once we combine both.....Pkt., 25c

FULD'S "DELIGHTFUL" GARDEN STOCKS

Here is a flower combining beauty with fragrance, but there has always been this one complaint—"I have so many plants with single flowers." As a rule, single flowers are preferable, but not here. Its doubleness is its real beauty. The strain of stock which I offer here has wonderful qualities.

- (1) Not more than 10% of the plants will bear single flowers.
- (2) It comes almost entirely true to color.
- (3) Plants and stalks are the very picture of health.
- (4) Seeds germinate almost 100%.
- (5) It is the product of a painstaking American gardener.

I offer three colors:

- 5450. Pink Gem**, a lovely shade of salmon pink.....Pkt. (100 seeds), 25c
5455. Lavender Gem, a delicate shade of lavender.....Pkt. (100 seeds), 25c
5460. Snowstorm, purest white.....Pkt. (100 seeds), 25c

FULD'S MARVEL COSMOS

NOVELTY 1917

This new Cosmos is a great advance in the improvement of the "Midsummer Giant" type, and has been accomplished by reselection, not only as to perfection of bloom, color, etc., but particularly as to habit of plant, for if you have grown the Midsummer Giant type before, you will agree that the habit of plant varies greatly, and this is a great disadvantage. "Fuld's Marvel Cosmos" is the latest word in "Summer Cosmos," and the only way to prove this statement is to try them. I offer them in separate colors only.

- No. 1575. — — — Apple Blossom Pink**Pkt., 25c
No. 1580. — — — Deep LavenderPkt., 25c
No. 1585. — — — Pure WhitePkt., 25c

Order by number only.

REGULAR SELECTION OF FLOWER SEEDS

Sweet Alyssum

Botanical Name—*Alyssum Benthami Maritimum*

- No. 150—**Snowdrift**. This is the regular tall trailing variety, almost exclusively adopted for broad borders. Liberal pkt., 10c; oz., 25c; lb., \$2.50
- No. 155—**Fuld's Ribbon of Snow**. This is a real dwarf and very compact growing sort. It grows but 4 inches high and wide, just the ideal edge plant to be confined to a narrow margin. One ounce will sow a continuous line of 50 ft.
..... Liberal pkt., 10c; oz., 30c; 1 lb., \$4.00

Fuld's Charming Antirrhinum

Popular Name—**Snaptagon**

- No. 295—**Fuld's Aristocrat** (Novelty). Pale salmon pink. Pkt., 25c
- No. 250—**Snowy White**. This special strain grown by an American specialist, I can recommend to produce a wonderful percentage of true-colored plants. Pkt., 15c
- No. 260—**Pale Yellow** Pkt., 10c
- No. 270—**Deep Yellow** Pkt., 10c
- No. 280—**Blushing Bride**. Delightful pale pink, with white throat. Pkt., 10c
- No. 300—**Fuld's Favorite**. A true delicate salmon pink, enhanced by a suggestion of gold. This is one of the most charming tints. Pkt., 10c
- No. 320—**Blood Red**. The dark stems help in the aggrandizement of this rich color. Pkt., 10c
- No. 330—**Rich Ruby Pink**. A new artistic coloring. Pkt., 10c
- No. 340—**Fuld's discriminate assortment of all delightful tints**. Pkt., 10c

FULD'S MAGNIFICENT ASTERS

Fuld's Autumn Advance Asters

This is the first to bloom and even sown out of doors will show blooms in July. Unlike those usually offered, the form of the flower is of the graceful "feathery" type, and the size of the bloom is nearly equal to the best of the late ones.

- No. 500—**Pure White** Pkt., 10c
- No. 505—**Shell Pink** Pkt., 10c
- No. 510—**Lavender Pink** Pkt., 10c
- No. 515—**Lavender** Pkt., 10c
- No. 520—**Purple** Pkt., 10c
- No. 525—**Fuld's Chaos of Gaiety in assorted colors**. Pkt., 10c

Fuld's Plume Aster

The flower is perfection in form, size and every other feature. It is of midseason blooming, showing off well in August. Fine long stems for cutting.

- No. 550. — — — **Purest White** (gigantic blooms). Pkt., 10c
- No. 555. — — — **Shrimp Pink** (in delightful shade). Pkt., 10c
- No. 560. — — — **Pale Pink** Pkt., 10c
- No. 565. — — — **Clear Lavender** Pkt., 10c
- No. 570. — — — **Dark Blue** Pkt., 10c
- No. 575. — — — **Fuld's Self-Assortment of Shades**. Pkt., 10c

Fuld's Late Branching Aster

This is the latest to bloom, throwing up majestic spikes 2 to 3 ft. high with monstrous flowers of a perfect rose form; the best of all for cutting and garden effect. It comes in bloom after all others have gone.

- No. 600. — — — **Pure White** Pkt., 10c
- No. 605. — — — **Lavender Pink** Pkt., 10c
- No. 610. — — — **Bright Rose** Pkt., 10c
- No. 615. — — — **Clear Light Blue** Pkt., 10c
- No. 620. — — — **Lavender** Pkt., 10c
- No. 625. — — — **Dark Violet** Pkt., 10c
- No. 630. — — — **Purple** Pkt., 10c
- No. 635. — — — **Rainbow's Rivals**—an assortment of all colors. Pkt., 10c

Aster "Just Delightful"

Its name you will repeat the moment it greets you. It is in my estimation the peer of all asters. In form it is an aristocrat, so exquisitely perfect in outline and all other details that only an artist could have painted it. Its color—ah! a perfect dream. Loveliness itself would blush at the sight of it. Its flowering season—early in August.

- No. 700. — — — Pkt., 15c

Fuld's Charming Single Asters

- No. 800. — — — **Purest White**. The flowers of this particular kind exceed 5 inches in diameter Pkt., 10c
- No. 805. — — — **Pale Pink**, like the foregoing. Pkt., 10c
- No. 810. — — — **Bright Rose** Pkt., 10c
- No. 815. — — — **Deep Rose** Pkt., 10c
- No. 820. — — — **Light Blue** Pkt., 10c
- No. 825. — — — **Violet** Pkt., 10c
- No. 830. — — — **Mauve** Pkt., 10c
- No. 835. — — — **Assorted Colors** Pkt., 10c

Double Balsam

Another Popular Name—**Lady Slipper**

- No. 1000. — — — **Pure White** Pkt., 10c
- No. 1005. — — — **Clear Salmon Pink** Pkt., 10c
- No. 1010. — — — **Flesh Pink** Pkt., 10c
- No. 1015. — — — **Violet** Pkt., 10c
- No. 1020. — — — **Pale Primrose Yellow (New)**. Pkt., 15c
- No. 1025 — — — **Assortment of All Shades**. Pkt., 10c

Order by number only.

Calendula

Popular Name—Pot Marigold

- No. 1100. — All shades of Yellow, assorted.....oz., 25c; liberal pkt., 10c
 No. 1105. — Pale Yellowoz., 25c; liberal pkt., 10c
 No. 1110. — Prince of Orange, deep golden.....oz., 25c; liberal pkt., 10c

Calliopsis

Popular Name—Coreopsis

- No. 1150. — Drummondii, large pure golden flowers.....oz., 30c; liberal pkt., 10c
 No. 1155. — Bicolor, golden yellow with chestnut red eye.....oz., 30c; liberal pkt., 10c
 No. 1160. — Wine Red, with velvety texture on petals.....oz., 30c; liberal pkt., 10c
 No. 1165. — Gay Assortment of all colors.....oz., 30c; liberal pkt., 10c

Candytuft

Botanical Name—Iberis

- No. 1200. — Ful's Pearl, the most perfect white Candytuft in existence, splendid for cuttingPkt., 15c
 No. 1205. — White Column, the ideal kind for bedding or edging.....oz., 40c; pkt., 10c
 No. 1235. — Blending of All Colors.....oz., 30c; pkt., 10c

Centaurea

Popular Names—Cornflower, Bachelor Buttons, Bluetts, Ragged Sailor, Blue Bottle

Fuld's Improved New Double Cornflower

The double form of this popular flower was no doubt a great improvement over the single, but for the few years it has been in existence it has been a disappointment, for so many plants raised from seeds produced single blossoms, and so I was greatly delighted to find a source where I could procure seeds of this novelty which would come true. I offer the blue only and recommend this with absolute confidence as a gem for the garden. If you wish a cutflower, this is your choice.

- No. 1325. — True Blueoz., 50c; ½ oz., 30c; pkt. 10c
 No. 1330. — Fuld's Enchantress (see Novelties), delicate pink.....Pkt., 15c

Single Cornflower

- No. 1300. — Emperor William, the true blue single Bachelor Button, excellent for naturalizing in fields, meadows or gardens.....oz., 25c; liberal pkt., 10c
 No. 1315. — Blending of the foregoing colors.....liberal pkt., 10c

Giant Cornflower

Some people refer to these as Sweet Sultan. These differ in appearance from the foregoing, but are splendid for cutting purposes.

- No. 1350. — — Pinkoz., 60c; pkt. 10c
 No. 1360. — — Pale Yellowoz., 60c; pkt. 10c

Clarkia

- No. 1450. — Double WhitePkt. 10c
 No. 1460. — Double Salmon PinkPkt., 10c
 No. 1470. — Double CrimsonPkt., 10c
 No. 1480. — Double, all shades blended.....Pkt., 10c

Fuld's Midsummer Giant Cosmos

Originated by J. H. Slocombe, of New Haven, Conn.

This Cosmos if sown outdoors in May will flower within two months afterwards, and will then remain a perfect sea of bloom until frost. The plants grow only from 4 to 5 ft. high, branch very freely from the base and produce gigantic blooms on fine slender stems.

- The seed I offer is direct from the originator.
 No. 1600. — — — Superb Blending of All Colors.....Pkt., 10c
 No. 1610. — — — Pure WhitePkt., 10c
 No. 1620. — — — Lavender PinkPkt., 10c
 No. 1630. — — — CrimsonPkt., 10c

Fuld's Marvel Cosmos

Novelty 1917

This new Cosmos is a great advance in the improvement of the "Midsummer Giant" type, and has been accomplished by re-selection, not only as to perfection of bloom, color, etc., but particularly as to habit of plant, for if you have grown the Midsummer Giant type before, you will agree that the habit of plant varies greatly, and this is a great disadvantage. "Fuld's Marvel Cosmos" is the latest word in "Summer Cosmos," and the only way to prove this statement is to try them. I offer them in separate colors only.

- No. 1575. — — — Apple Blossom PinkPkt., 25c
 No. 1580. — — — Deep LavenderPkt., 25c
 No. 1585. — — — Pure WhitePkt., 25c

Late Lady Lenox Cosmos

This is the most perfected type of the late flowering Cosmos, bearing monstrous flowers. on gigantic plants.

- No. 1640. — — — Pure WhitePkt., 10c
 No. 1650. — — — Lavender PinkPkt., 10c

Eschscholtzia

Popular Name—Californian Poppy

- No. 1810. — Golden YellowLiberal pkt., 10c
 No. 1830. — Assortment of Every Shade Known.....Liberal pkt., 10c
 Colors do not always come true.

Annual Gypsophila

Popular Name—Baby's Breath

The sort I am offering is the Annual, and most not be confused with the perennial varieties, which really it resembles but little. This is in full bloom six weeks from date of sowing, and is indeed one of the most graceful cut-flowers; for bedding unexcelled. A combination most charming represents the Baby's Breath with Shirley Poppies, flowering together, waving to and fro with the wind—ah! Very fine as a carpet for Gladioli. The flower lasts about three weeks and the plants then go to seed. In order to keep the bed in continuous bloom, make repeated sowing every two weeks in the same spot up to the time of the first blooms. The dropping seeds from the flowers passing will do the rest for the remainder of the season. They produce but little grass-like foliage, branching freely though on fine wire-like stems, having numerous miniature single white cup-formed flowers. Makes a fine cutflower in the vase with Sweet Peas or Roses; in fact, with other solid colored flowers. Secure a quantity, that you may sow often. The plant grows to a height of 8 inches.

No. 2050. — Snowdrift, the most perfected variety, producing the largest flowers of a snowy whiteOz., 25c; pkt. 10c

Helichrysum

Popular Name—Strawflower, Everlasting.

Hint for Preserving Flowers. In order to make the flowers last all Winter, the following treatise should be adopted: Cut the flowers on long stems just as they are half open, tie 6 to 12 together at the base of their stems and hang them face downward from the ceiling of a dry, cool storage room until they are absolutely dried. In using them during the Winter, avoid water in the vases.

No. 2150. — Double Assorted ShadesPkt., 10c
No. 2155. — Double Pure WhitePkt., 10c
No. 2160. — Double YellowPkt., 10c
No. 2170. — Double RosePkt., 10c
No. 2175. — Double Salmon RedPkt., 10c
No. 2180. — Double Coppery Red.....Pkt., 10c
No. 2185. — Double PurplePkt., 10c

Hunnemannia

Popular Name—Giant Tulip Poppy

The plant in appearance is exactly like a robust specimen of the Californian Poppy, but the flower is that of a perfect golden tulip.

No. 2250. —Pkt., 10c

Annual Larkspur

No. 2400. — — Pure WhitePkt., 10c
No. 2410. — — Newport Pink (a delightful shade).....Pkt., 10c
No. 2420. — — Pale VioletPkt., 10c
No. 2425. — — VioletPkt., 10c
No. 2430. — — All colors assortedPkt., 10c

Annual Lupins

No. 2500. — — WhitePkt., 10c
No. 2510. — — Delicate PinkPkt., 10c
No. 2520. — — Violet BluePkt., 10c

Marigold

The African Marigold

This is the most popular kind with its tall growth and its wealth of golden blossoms to glorify our gardens in the Fall.

No. 2600. — — LemonPkt., 10c
No. 2610. — — OrangePkt., 10c
No. 2620. — — Assortment of Yellow Shades.....Pkt., 10c

Mignonette

No. 2700. — Fuld's Herculean Stalk, a giant in its class, producing spikes 18 inches tall in the garden, if well grown, with compact spikes of almost white flowers. These I must admit are most beautiful even by themselves.....Pkt., 25c
No. 2705. — Fuld's Garden Favorite, a vast improvement over the old-fashioned, showing individual flowering part of six inches or more on a spike. The flowers are reddish and very sweetOz., 50c; pkt. 15c
No. 2710. — Old Fashioned Sweet—the Mignonette we remember from our grandmother's gardenLb., \$3.00; oz., 25c; liberal pkt., 10c

Nasturtium

Please Note that I offer mixtures only, for I cannot see the need of separate colors.

No. 2800. — Fuld's "Delight" Blending of Dwarf Nasturtium,Oz., 15c; 4 ozs., 35c; lb. \$1.00
No. 2850. — Fuld's "Delight" Blending, Tall.....Oz., 15c; 4 ozs., 35c; lb., \$1.00
No. 2900. — Fuld's "Delight" Blending, Lobbs. This is a special strain having bluish green foliage and velvety flowers of great richness. It grows in a vine, attaining a height of only 4 to 6 feet.....Oz., 15c; 4 ozs., 40c; lb., \$1.25

Order by number only.

Nicotiana

Popular Name—Flowering Tobacco

No. 2950. — *Afinis*, the regular white variety, so commonly used in all gardens; opens in the eveningOz., 50c; pkt., 10c

Nigella

Popular Name—Love in the Mist

No. 3050. — *Miss Jekyll*, true blue.....Oz., 50; pkt., 10c

PANSY

Botanical Name—*Viola Maxima*

Additional Popular Names—Heartsease, Ladies' Delight

No. 3100. — *Fuld's Perfection Supreme*, only giant flowers of exquisite colorings are contained in this blending.....Pkt., 25c
 No. 3110. — *Fuld's Garden Blending*, this blending is offered because it contains millions of different faces, both in color and form.....Pkt., 15c
 No. 3120. — *Mme. Perrett*, the well-known wine red pansy, the shades and combinations varyPkt., 15c

Fuld's Garden Pansies

No. 3150. — *Pale Violet*Pkt., 10c
 No. 3155. — *Pure Yellow*Pkt., 10c
 No. 3160. — *Indigo Blue*Pkt., 10c
 No. 3165. — *Ivory White*Pkt., 10c
 No. 3170. — *Pure White*Pkt., 10c

Fuld's Special Garden Petunia

FOR COLOR EFFECTS

No. 3425. — *Rosy Morn*, a lovely shade of pale pink. Always grow a reserve stock, for should an unwelcome color creep in it can be promptly removed and replaced with the right oneOz., \$1.50; pkt., 10c

The Annual Tall Phlox

No. 3500. — — *A Happy Potpourri of Colors*..... $\frac{1}{4}$ oz., \$1.00; pkt., 10c
 No. 3515. — — *Salmon Pink*pkt., 15c
 No. 3525. — — *Pale Yellow*pkt., 15c

Fuld's Charming Shirley Poppies

No. 3600. — — *Fuld's "Just Delightfully Different" Mixture of Colors*,
 Lb., \$4.00; oz., 30c; pkt., 10c

Fuld's Giant Double Poppies

No. 3700. — — — *All colors mixed*Oz., 25c; pkt., 10c
 No. 3705. — — — *Pure White*Oz., 25c; pkt., 10c
 No. 3710. — — — *Salmon Pink*Oz., 25c; pkt., 10c
 No. 3715. — — — *Bright Rose*Oz., 25c; pkt., 10c
 No. 3720. — — — *Cherry Red*Oz., 25c; pkt., 10c
 No. 3725. — — — *Deep Purple*Oz., 25c; pkt., 10c
 No. 3730. — — — *Rich Pansy Violet*Oz., 25c; pkt., 10c
 No. 3735. — — — *Creamy White*Oz., 25c; pkt., 10c

Portulacca

No. 3800. — *All Shades Blended*liberal pkt., 10c

Fuld's Spectacular Salpiglossis

These represent the latest improvements in salpiglossis. The flowers are enormously large, wide open, with most exquisite markings.

No. 4000. — *Pale Yellow*, edged white.....Pkt., 10c
 No. 4010. — *Golden Yellow*Pkt., 10c
 No. 4020. — *Salmon*Pkt., 10c
 No. 4045. — *Violet*Pkt., 10c
 No. 4050. — *All Shades Blended*Pkt., 10c

Order by number only.

Salvia Patens

A plant growing 18 in. high with spikes similar to the scarlet varieties, except that they are not branching but showing a velvety sheen over a distinct deep blue flower of exquisite coloring. To set the color in the proper light, always grow them through the pink Petunias. Seeds must be started in hot-beds in March.

No. 5000. — —Pkt., 15c

Salvia Farinacea

It gives me great delight, when I can do something, to make certain flowers more popular and when I know the flower deserves it. And now let me tell you how I came to discover this wonderful flower. Two summers ago I came to a very elaborate and artistic garden. It was in the month of August, when there is always a scarcity of flowers compared with June, but this garden in addition to the features which you would expect, was a vast sea of heavenly blue. Irresistibly the question was on my lips—What is it that produces this celestial effect? And, lo, behold, when I came upon it, I recognized at once my old favorite—*Salvia farinacea*. Here was an old flower employed in a new thought, a wonderful thought.

The owner of this garden grew thousands of those *salvia* plants in pots and whenever a bed became by its very nature devoid of flowers, all unnecessary growth was cut from the bed and in every inch of available space a plant of *Salvia farinacea* was planted with the result that from August on the garden, in addition to the regular features, was the mirror of the sky.

Of course, you know that blue never clashes and so you need not be afraid to plant it next to any other color. The great additional virtue of this charming plant is its long season of bloom, for it will remain in perfect bloom from August until frost. You can plant it anywhere, for it grows from 2 to 3 feet, and only occupies about 8 to 10 in. space of width.

Its color is the most lovely pale cloudy blue, the very sky on an early summer's morning.

Now doesn't this solve one of the greatest problems you were confronted with in the past?

Why tolerate the Paeony bed out of bloom after June, and so with Iris; in fact all other early flowering beds?

Its Culture. To get the full value of this plant it should be started in the house from January till March, or in the hotbed in March and transferred to little pots and again to larger ones until you are ready to plant it out. You can also sow it in a seedbed in the garden, but then it will not bloom until September.

And of course it is more than beautiful enough to make a solid bed of it.

In combination with pink Zinnias or Asters, using the *Salvia* as a background, you can create a very enticing picture.

To accommodate the small garden where there is no possibility of having a hotbed or greenhouse, I have made arrangements to be able to supply plants. For this offer see below.

No. 5010. — —Pkt., 25c

PLEASE NOTE: Splendid Potgrown Plants of *Salvia Farinacea* Deliverable in May, June and July. Dozen, \$2.00. Per 100, \$15.00

Scabiosa

Popular Name—Mourning Bride

No. 5200. — All Shades Blended	oz., 50c; pkt., 10c
No. 5205. — Azure Fairy, heavenly blue.....	oz., 60c; pkt., 10c
No. 5210. — Fleshly White	oz., 60c; pkt., 10c
No. 5215. — Pure White	oz., 60c; pkt., 10c
No. 5220. — Deep Blue	oz., 60c; pkt., 10c
No. 5225. — Cherry and White	oz., 60c; pkt., 10c
No. 5230. — Purple	oz., 60c; pkt., 10c
No. 5235. — Black Purple (the real Mourning Bride).....	oz., 60c; pkt., 10c
No. 5240. — Rose	oz., 60c; pkt., 10c
No. 5245. — Violet	oz., 60c; pkt., 10c
No. 5250. — Golden Yellow (grows but 18 in. high).....	oz., 60c; pkt., 10c
No. 5255. — Sulphur Yellow	oz., 60c; pkt., 10c
No. 5260. — Blood Red	oz., 60c; pkt., 10c

Stock

Popular Name—Gilliflower

No. 5400. — Blending of all Shades.....	Pkt., 15c
No. 5405. — Double White	Pkt., 15c
No. 5410. — Double Pale Yellow.....	Pkt., 15c
No. 5415. — Double Lavender	Pkt., 15c
No. 5420. — Double Salmon Pink	Pkt., 15c
No. 5425. — Double Light Violet	Pkt., 15c

Order by number only.

FULD'S PRIZE-WINNING SWEET PEAS

To all those who purchase my seeds I offer free two numbers of "Flower Lore," containing the most up-to-date culture of this flower, whereby you will be enabled to grow the finest blooms you have ever seen. If you do not know my culture it will prove a revelation. Please don't say you cannot grow Sweet Peas, for you cannot fail if you follow my suggestions.

USE "FARMOGERM" WITH SWEET PEAS

Improving Sweet Peas seems almost like "painting the lily," and to the uninitiated appears practically impossible. Nevertheless, its accomplishment is not only entirely feasible, but may be secured by a very simple process. It consists of simply moistening the seeds with FARMOGERM for Sweet Peas.

What is FARMOGERM? A preparation for treating the seeds, to supply them with the necessary bacteria, enabling them more readily to obtain the nitrogen necessary for their fullest development. The results are larger, handsomer, more fragrant blossoms and, better yet, more of them.

The cost of this is practically nothing. A 50-cent bottle of FARMOGERM will treat the seeds for a row of about 200 to 500 feet long.

FARMOGERM requires no preparation other than the addition of a small quantity of water and soaking the seeds in it for a few minutes before planting.

When using a mixed variety of seeds this is very simple. All that is necessary is to pour the FARMOGERM into a glass or cup, pour on the seeds and allow them to soak for about fifteen minutes. Take them out and permit them to dry in a shady place (never in the sun). When nearly dry the seeds may be planted in the usual way.

If planting a number of different varieties of Sweet Peas, and it is preferred to keep the varieties separate, a little more care is required. It is then best to place each variety of seed in a small receptacle and sprinkle sufficient FARMOGERM on each pile to thoroughly moisten them, after which each lot may be separately planted.

Perhaps you are not going to plant all of your seeds at one time, and wish to have some of the FARMOGERM for future use. In this case you will prepare the FARMOGERM in the bottle, pouring out only such quantity as is needed for immediate use, and promptly recorking the bottle with its own cork. If this is done the balance of the FARMOGERM may be kept for 30 days.

For the benefit of those who wish to know the whys and wherefores of what they are doing, let us say the Sweet Pea belongs to the family of plants known as Legumes (or pod-bearing). All the legumes have the ability of taking from the air rather than the soil all the nitrogen they need for their full development. This power is theirs through the presence on their roots of certain nitrogen gathering bacteria. These bacteria are often more or less present in most soils, but the native bacteria are seldom as efficient and active as might be wished.

The makers of FARMOGERM have devised a method of securing these bacteria and breeding them up to a high state of efficiency. They are then grown on a jelly medium and shipped out in a specially prepared bottle with a patent stopper, reaching the customer in live, active condition, ready to start supplying nutriment as soon as the seeds are planted.

Bottle Size No. 1. Sufficient for 200 to 500 feet of a row.....50c



FULD'S SWEET PEA POT

If you really want the finest flowers of all, there is just one way to produce them, and that is as follows:

Sow your seeds between moistened blotting paper as early as the first of February, and when they are just about to sprout plant each sprouted seed into a pot of soil. You can of course use the earthen pot, but as we always grow Sweet Peas in quantity, it will be found that we require large space to hold all these earthen pots. In addition, the usual earthen pot is not deep enough to allow the right roots of the Sweet Peas sufficient play room.

For this reason an English amateur was responsible to design a collapsible paper pot which proved excellent because the plant would not have to be disturbed when planted, for we can plant the pot and all. The pot is collapsible and made of cardboard, absolutely free from any injurious acids. Before its use it is folded flat, and when wanted is opened flat at the bottom, keeping it square.

Each pot is only 2 inches across and 4 inches deep, thus in the usual seed flat we are able to hold fully 78 of these pots. By growing one seed in each pot you are giving each plant the proper space to develop in, and after you have started them well in the house, and you are the possessor of a cold frame you can move the entire flat to the cold frame and in this single movement save a lot of work.

If you grow a certain number of one variety, one label for a certain number of plants is all that is necessary, and this of course is of great advantage. Another advantage of these pots is that the root action is self-contained and the growth downward. Please observe that the soil in the pots must be well pressed down.

Of course you can grow other things in them besides Sweet Peas.

Price per 100, \$1.00. Per thousand, \$7.50



FULD'S "DELIGHTFUL" MIXTURE OF SWEET PEAS

The average gardener instinctively grows Sweet Peas in mixture for the unlimited varieties of colors existing in this flower is one of its happy virtues and to the uninitiated there is more gaiety in a riotous medley of colors than in the sedate vase holding just one or two quiet colors. In order to give these uninitiated ones the feast of their lives I have personally superintended the blending of this mixture, and I know it will prove "just delightfully different."

No. 5500. —Lb., \$2.50; 4 oz., 75c.; oz., 25c; pkt. (25 seeds), 10c

FULD'S "ARTISTIC" MIXTURE OF SWEET PEAS

For the convenience of those who love pale colors only I have blended this especially with the right result in mind.

No. 5525. —4 oz., \$1.50; oz., 40c; pkt. (25 seeds), 10c

FULD'S IDEAL SELECTION OF NAMED VARIETIES

This offer as well as my mixture is limited to the new "Spencer" form exclusively. For those who do not know what the title "Spencer" means, let me define:

The newest type of the Sweet Pea, flowers which are very large, with open wings, beautifully waved and curved, resembling in this feature the costliest orchids and carried on stems 12 to 18 in. long, averaging 4 flowers to the stem. Six sprays of these Sweet Peas are more effective than fifty of the old-fashioned kind.

Carefully Note—Do not expect that all seeds of a single packet will produce plants with flowers of the true color. If your results should be better than this, congratulate yourself.

No. 5550. — Alfred Watkins, clear pale lavender.....Pkt. 25 seeds, 10c

No. 5560. — Barbara, clear soft salmon-orange.....Pkt. 25 seeds, 10c

No. 5570. — Bertie Usher, white with violet flake; unique.....Pkt. 25 seeds, 10c

No. 5580. — Blanche Ferry Spencer, lower part rich warm pink; wings white, Pkt. 25 seeds, 10c

No. 5590. — Blue Jacket, clear deep navy blue.....Pkt. 25 seeds, 10c

No. 5600. — Cherub, creamy buff, edged bright rose.....Pkt. 25 seeds, 10c

No. 5610. — Constance Hinton, considered by exhibitors the finest, largest, purest white, Pkt. 25 seeds, 10c

No. 5620. — Dobbie's Cream, pale yellowPkt. 25 seeds, 10c

No. 5630. — Don Alvar, most beautiful clear lavender; seeds very rare...Pkt. 25 seeds, 10c

No. 5635. — Edna May Improved, considered today in England the finest white Sweet Pea. Pkt. 25 seeds, 10c

No. 5640. — George Herbert, bright rosePkt. 25 seeds, 10c

No. 5650. — Helen Lewis, orange pinkPkt. 25 seeds, 10c

No. 5660. — Hercules, palest satiny pinkPkt. 25 seeds, 10c

No. 5670. — Irish Belle, mauvePkt. 25 seeds, 10c

No. 5680. — Jean Ireland, cream buff edged rosePkt. 25 seeds, 10c

No. 5685. — Jessie Cuthbertson, white, flaked rosePkt. 25 seeds, 10c

No. 5690. — King Edward, deep crimsonPkt. 25 seeds, 10c

No. 5700. — King Manoe, large shining maroonPkt. 25 seeds, 10c

No. 5710. — King Manoe, large mauvePkt. 25 seeds, 10c

No. 5720. — King White, a fine giant whitePkt. 25 seeds, 10c

No. 5730. — Lady Evelyn Eyre, most delightful pale pinkPkt. 25 seeds, 10c

No. 5750. — Margaret Atlee, warm salmon pinkPkt. 25 seeds, 10c

No. 5760. — Margaret Madison, clear azure bluePkt. 25 seeds, 10c

No. 5770. — May Unwin, bright orangePkt. 25 seeds, 10c

No. 5780. — Mrs. Cuthbertson, lower part clear rose pink, wings pure white—a real pleasing color and flowerPkt. 25 seeds, 10c

No. 5790. — Mrs. H. J. Damerum, deep cream, gives 5 flowers to a stem, excellent for exhibitions—seeds very rarePkt. 25 seeds, 10c

No. 5810. — Nubian, deep chocolatePkt. 25 seeds, 10c

No. 5820. — Orchid, rich clear mauvePkt. 25 seeds, 10c

No. 5830. — Phantom Blue (new), opalescent blue, marvelously blended with a tinge of purple, giving the entire flower a delightful pastel or "art" shade of blue; a rare, exquisite flowerPkt. 25 seeds, 10c

No. 5840. — Royal Purple, deep royal purplePkt. 25 seeds, 15c

No. 5850. — The President, bright orange scarletPkt. 25 seeds, 10c

No. 5860. — Wedgewood, wedgewood bluePkt. 25 seeds, 10c

Fuld's "Superb" Zinnias

Not until I came to visit "Everybody's" Garden did I realize what a wonderfully popular flower the Zinnia is. I always had the impression that it was too stiff to be used artistically in any place, outdoors or in. But I gladly bow to the majority and acknowledge my mistake, and the more I see of it the more I discover its numerous virtues and recommendable features. There is no question but that the easy way of success in growing it, which everyone encounters, is its great redeemer, and how well it does under all and any conditions.

Another great virtue is its lasting so well in water when cut and finally its tones of color. The very thing all ladies seek to decorate their homes.

Do not expect that a packet of seed of a certain color will produce plants which will all be of the color mentioned. Yes, and more, if you succeed in raising half of them to be true to color, you are doing well.

Order by number only.

FULD'S "PERFECT" GARDEN ZINNIAS

THE BEST OF ALL GARDEN ZINNIAS

No. 6100. — Double White	Pkt., 10c
No. 6110. — Double Flesh Pink	Pkt., 10c
No. 6120. — Double Delightful Salmon Pink	Pkt., 15c
No. 6130. — Double Pale Yellow	Pkt., 10c
No. 6140. — Double Deep Golden	Pkt., 10c
No. 6150. — Double Purple	Pkt., 10c
No. 6160. — Double Crimson	Pkt., 10c
No. 6170. — Double, all colors blended	Pkt., 10c

FULD'S "MONSTROUS" ZINNIAS

This strain produces plants which grow taller and which bear flowers of monstrous proportions.

No. 6180. — Riotous blending of colors.....Pkt., 25c

"GRACEFUL" SINGLE ZINNIAS

The single form gives more charm to the flower and I recommend it highly to every lover of things artistic.

No. 6250. — — — Mixed colors

Order by number only.

FULD'S SECRET GARDEN FLOWERS

Development—What a noble thing to foster for "things that grow." We are born with a love for flowers, and we all seek to develop that inborn nature. To do so with children is laudatory. Encourage them to grow flowers. They will be better for it, and will find untold joys. Set aside a space for them. Ah!—**their** garden. Of course you must start them with the easier things. For this offering I have collected several hundreds of the easier-growing annuals, have blended them, and I can confidently promise astonishing results. A Secret Garden—truly that, replete with surprises. Seeds are not to be sown too thick. The surprises begin with June and last until November, daily the kiddies will receive new thrills, and gaze upon new joyous flower scenes. The old join in the spirit, and really it would be an added feature for every garden to contain it.

My seeds are freshly imported, not an old seed is used.

No. 6300. — — Large pkt. (enough for space of 3 x 6), 25c; oz., 50c; 4 ozs., 1.50! lb. \$5.00

FOOD WILL WIN THIS WAR!

Raise Your Own Vegetables and Raise Them Well

And so that you may know how to raise them well, I have the pleasure to announce the publishing of another new monthly magazine, entitled

VEGETABLE LORE

By Maurice Fuld

Designed and published for the exclusive benefit of the Amateur gardener.

Like "Flower Lore," this new magazine is unique.

It is the only magazine of its kind in the world.

It tells things you will not find in any other magazine.

It deals with the following Chapters:

A—The Ideal Selection of Vegetables for **Your** Garden.

B—The Planning of a Successful Vegetable Garden.

C—The Manner of Soil.

D—What Tools We Need.

E—Hot Beds, Cold Frames, Seedflats and Seedling Pots.

F—A New Device for Getting Earlier Vegetables.

G—The Culture of Each Variety of Vegetable Recommended in Chapter "A."

H—How to Finish Up Our Garden So As to Make Even Vegetables Look Artistic.

I—All the Troubles in the Vegetable Garden.

J—New and Rare Vegetables and Their Cultures.

K—Planting Tables for the Different Climes and Sections.

L—The most practical recipes for preparing certain vegetables.

M—Questions and Answers.

And many other subjects not mentioned here.

It contains no advertisements—presents its subjects timely—never repeats and goes into the most minutest details as to instructions. It is different.

"Vegetable Lore" made its appearance in July, 1917.

Subscription, per volume

Artistic self-binder to hold the copies

Sample Copies, free.

The value of the magazine is guaranteed or money refunded.

The author is so confident of your satisfaction that he will gladly mail all back numbers on approval, and if not satisfactory you have the privilege to return them and the charge will be cancelled.

Just say the word and we will do the rest.

FULD'S VEGETABLE SEEDS

In this—a new field for me—I am trying also to do the unusual. I have long realized that the average seed firm has been too conservative to introduce to the American gardener the rarer and less known sorts of vegetables.

The joy of raising your own vegetables is manifold:

- (1) It is the only way to have fresh vegetables.
- (2) It is the only way to have the best.
- (3) It is the only way to enjoy such as we cannot buy.

No seed book today tells just the sorts **you** ought to grow. Oh, no. On the contrary the more you read them the more bewildered you are as to which are the right ones for **you**.

Were it not for the unusual circumstances as described in the beginning of this booklet, I would have presented to you the most delightful book on vegetables you have ever possessed, but now I must ask you to wait till the opportune moment. I shall keep the manuscript intact for the future.

But help you I want to even **now**, and for this reason I present to you this as a substitute.

Above all do I want to introduce you to a few of the most fascinating and interesting dishes you have ever had the pleasure of partaking. I do not want to call them novelties; they simply have been lost in the shuffle. These I carry in stock, for otherwise you would not be able to procure them—and then I present you with an offer of “regular kinds,” but here I shall only list such as **you** ought to grow exclusively, because they represent **all that is good for you**.

No longer to waste your time and then be disappointed on top of it, but now for once you will really get satisfaction out of the garden.

This general list I do not carry all in stock, because my present quarters do not permit me, but I have made a very satisfactory arrangement with several reputable firms, who will supply me with these seeds.

Shipments will be made the day the order is received, and all seeds are guaranteed to be fresh and of the most reliable high quality.

As to the prices I let you judge for yourselves.

Give me a trial and you will not regret it.

Vegetable seeds for 1918 are very scarce and I would advise all my patrons to **please order at once**, for the “sold out” sign will make its appearance long before the planting season is on.

Please note that Peas, Beans and Corn are offered by the pound and not by quart, for this is the uniform selling practice with all reliable seed firms today.

A pound of Peas, Beans and Corn will sow a row of about 50 feet.

Packages offered here contain a very liberal quantity, quite sufficient for the average garden; one large enough to supply a family of three or four persons.

If you will send me your list of selection and state the size of your family and the size of your garden, I will personally fill out the necessary quantity. In this particular service I can save you many a dollar.

FULD'S NEW SEEDLING POT

MADE OF CARDBOARD

See illustration, page 12.

For Vegetables and Flowers

Especially Tomatoes, Cabbages, Cauliflowers, Egg Plants, Peppers, even for early Corn, early Cucumbers, etc.

Makes gardening a pleasure and assures us all greater success.

Why? you ask.

Simply because you sow the seeds directly into these pots—no transplanting—and when it is time to set the plants out of doors, you simply open the bottom of the pot by pulling slightly at the fold and you set plant and pot into the garden. This will mean that the roots are not disturbed and the plant will have no set back.

The pot is made of porous heavy paperboard. Will not decay before plant is ready for the garden, but when planted with the plant into soil will then decay quickly and will act as additional food and so help two-fold.

The pot is in 2 sizes: No. 1, 2 x 2 and 4 inches deep, and No. 2, 3 x 3 x 4. The extra depth adds another value to this pot, for roots have more playroom and the plant does not become pot-bound.

It comes to you flat, so that 100 of these pots take up an insignificant little space.

Directions for Use

Secure a flat $4\frac{1}{2}$ inches deep and large enough to hold the desired quantity snugly. One side of the flat should be fastened only lightly, so at any time it can easily be removed. Cover the bottom of the flat with $\frac{1}{2}$ inch of good loam. Place your empty pots upon it and fill them with the same material, press it down so that finally the soil comes to within $\frac{1}{4}$ inch of the rim of the pots.

Now sow your seeds. Of those which are large sow 3 seeds in a pot; of those which are fine sow carefully that only few will appear growing afterward, and cover these with the finest of sifted soil, so that the seeds are barely covered. Then water carefully with "Fuld's Ideal Watering Pot"—a new pot with a new rose. This should be in possession of every gardener, for no longer will you disturb your seedling. Price, \$3.00.

Now place your flat in good light and heat and water carefully every day until the seeds germinate. Then put in a cooler spot—50 degrees at night and 60 degrees at day—and when the plants are progressing and have 4 or more leaves each, pull up all except one in a pot. Of course, you retain the strongest one and put flat just as it is into the cold frame. Here you water again carefully until you are ready to plant out of doors.

If you have no cold frame, just keep the flat in the house until you are ready to plant out of doors. When that day is here, take your whole flat to the garden, remove the one side, which is loose, and now you will find it very easy to remove each pot without injury to the plant.

So do we progress, with less work for us and better conditions for our little garden infants.

The most remarkable and popular feature of this pot is its popular cost, namely:

Size No. 1—2 x 2 x 4.....\$1.00 per 100; \$7.50 per 1,000; 500 at 1,000 rate; 25 at 100 rate

Size No. 2—3 x 3 x 4.....\$1.50 per 100; \$10.00 per 1,000; 500 at 1,000 rate; 25 at 100 rate

At these prices purchaser pays expressage. If wanted by Parcel Post, please note that 100 pots weigh 3 lbs., so add the amount of necessary postage as per zone as follows:

First Zone06	Fifth Zone20
Second Zone07	Sixth Zone25
Third Zone10	Seventh Zone31
Fourth Zone15	Eighth Zone36

Now you ask, "What seeds can I use with these pots?" Foremost in my mind are as follows:

FLOWERS

Sweet Peas, Snapdragons, Asters, Calendula, Cosmos, Annual Larkspur, Marigold, Nicotiana, Pentstemon, Pansy, Petunia, Phlox Drummondii, Salpiglossis, Salvia, Scabiosa, Stocks, Verbena, Zinnias.

VEGETABLES

Tomato, Egg Plant, Pepper, Parsley, Cabbage, Cauliflower and Brussel Sprouts. The right time to start all these seeds is in March.

FULD'S PLANT FORCER

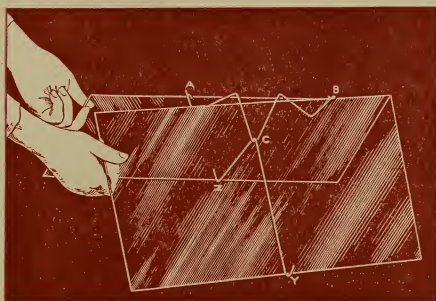
"Would you like to enjoy your flowers and vegetables earlier in the garden?"

"Wouldn't you like to remove the anxiety and worry of belated frosts in spring?"

"Wouldn't you like to have the same advantage as enjoyed by your neighbor, because he has a hotbed and cold-frame, but you have not?"

I introduced this ingenious device last spring in several forms and sizes, and I have found that the amateur was in a constant doubt as to what form or size to use. I have simplified matters now and offer only one form and size, because it can be used for all purposes.

What can I use this plant forcer for? you will ask. For almost every vegetable you grow and advance the cropping season almost a month; even for early potatoes; you can sow beans in April, if you have these forcers, and crop in June. You can set out tomatoes in April and need not fear that frost will kill your plants. You can sow corn in April.



The illustration above shows the method of putting it together. Each forcer consists of two sheets of glass and two wires—a handle wire and supporting or basal wire, both galvanized.

First place some glass on a table or bench convenient to your left hand, and some equally convenient to your right hand. Hold the handle wire in your right hand at right angles to your body and hang the basal wire crosswise on the central loop of the handle wire, allowing the two ends of the basal wire to rest lightly on the bench. Take a piece of glass with your left hand and place it on the loop Y, allowing the handle loops A and B to rest over the edges of the glass. Then reverse hands by holding the handle wire in left hand, thus freeing the right hand, which takes up the second piece of glass and places it on loop Z, and with the cushion of the thumb it is gently inserted below loop A. This fixes the glass in position, and the job is quickly finished by gently pressing the end of the glass nearest to your body under loop B.

The real advantages to be derived from this new device:

You need no hot-bed, no cold frame, and yet you can enjoy your flowers, your vegetables and small fruits, such as strawberries, just as early as if you had them.

You save the labor which you would have in connection with the hot-bed and cold frame and in addition you raise sturdier plants.

There are a number of seeds which cannot be even started in hot-beds, for they will not stand transplanting. These very seeds you can sow a month earlier, and, of course, you can enjoy earlier results.

You will have twice the results from all the seeds you sow now than what you had in the past, for you create more ideal conditions to make them come up.

Frosts hold no more terror for you and you can laugh when you see your neighbors run out in the cool evening to cover the tender little children in the garden.

You can save the labor of transplanting entirely of some plants, because now they need only thinning out.

Don't fret about your tulips if they stick up their noses too soon in the spring.

In fact, I claim when this novelty is thoroughly understood and appreciated, it will become the most inseparable companion of the gardener.

"Vegetable Lore" will give the most complete story of how to employ this device with each vegetable; subscribe to it.

The size I offer is known as Size B.

I offer the wires only, for you can purchase glass in your home town without the expense of expressage or taking the risk of breakage.

It requires glass 18 inches long and 12 inches deep.

When set up, the forcer is 9 inches high at the center, 16 inches wide at the base and 18 inches long; so you require 1 set of wires and 2 glasses for every 18-inch length of row.

Sixty-five sets and 130 glasses will cover a row of 100 feet.

Wires only\$2.25 per dozen; \$18.00 per 100

Glass is best purchased in your home town to avoid breakage and express charges.

FULD'S INTRODUCTION

Of Delightfully Rare, New and Unusual Vegetables Gathered From All the Friendly Corners of the Globe

Seed books from time immemorial have been the fairy-tale books of the grown-ups, and although we make a firm resolution each year that never again shall we be lured into buying a novelty, when January comes around we forget our resolution of the past, and hardly can we wait for the first arrivals of the same old seed books with a new dress and its fairy tale of new discoveries and creations. We tear off the cover just to get at that fairy tale. You know it is a good thing we all have the habit, for it is the best proof that we are still children and young at heart.

Of course, many of the novelties mentioned as such are not novelties, they are simply old-timers disguised by a new name. I do not want to question the faith of such introducers, for really they believe in doing the right thing—for they always have a good purpose in mind—but I fear they do not know the pulse of the public, which feels quite otherwise about it.

Many a gardener has lost absolute faith in his favorite seed store, because the so-called novelties were fizzles.

I want to avoid these pitfalls, for I desire the undivided confidence of all my patrons, and as I have but a limited number I cannot afford to lose a single one. But at the same time I am a strong believer in the "Novelty" offers.

Because I do not want to rob you of the most delightful story in a seed book, I claim **real novelties exist**, and their existence I am going to prove to you with my offers, provided you try them. And I know you will, for I have employed all my persuasive powers, and only a grouch can resist.

I am describing these novelties as truthfully as I know how. Of course, I cannot resist my enthusiasm, and I am sure you would not want me to.

The Braganza Cabbage

(COUVE TRONCHUDA)

Don't be misled that this is a novelty, being introduced now for the first time, for it is not; in fact, it has been offered in several American seed books for years, but the difference between their offer and mine exists in this—That by the information you read here you will be inclined to try it, and thank me for it, where formerly you did not dare explore unknown quantities.

What is this vegetable? That is the first question you ask. The answer: a valuable winter vegetable, prized for the thick, fleshy midribs of the foliage, which are boiled and served up like Sea Kale. But what is Sea Kale? you ask. Sea Kale to the English is as the mushroom to us, a rare delicacy. Just ask your English friends, and let them tell you how to prepare it.

Sow seeds in April on a bed of well-pulverized rich soil, and cover it lightly. The plants should be thinned out to stand not less than 3 inches apart, or transplant in soldier-like rows as soon as they can safely be handled. Finally, plant out to stand 2 feet apart within the row, and three between rows.

You must not begin to use it until late Autumn, and then only the outer leaves, for it is continuous in bearing, and by slight protection of straw when freezing weather sets in, and a little soil against that, to hold the straw in place, you can crop all winter long. Of course, you can use the whole head like cabbage, if you wish to. The soil must be rich or should be well fertilized and manured before planting time.....Pkt., 25c

Finnocchio

(FLORENCE FENNEL)

Here we have an Italian vegetable which would do credit to the finest American table, on account of its delightful aroma and flavor.

The plants resemble leek to a great extent, and the lower swollen stem bases are used only; served raw, they are fit for the Queen.

Sow seeds in May in rows 18 inches apart, and thin plants afterwards to stand 6 inches in the row. Do not hill, but cultivate freely and feed occasionally.....Pkt., 15c

Lettuce Little Gem

Just the ideal lettuce for the little home garden, and one which will become instantly popular. There are many good reasons for my prediction: one, because it is one of the few lettuces which will positively head; two, because you can grow more heads in your space than you ever did before; three, because there is no waste of outer leaves; four, because it has the most perfect solid heart.

This little gem grows to perfection in a space of 6 inches, and produces the most solid head of lettuce in a remarkably short time. It will head in all seasons, and in serving you need not remove any leaves, because even the outer leaves are tender; you simply cut it in halves, and you do not wish to look upon a more perfect picture.

This lettuce is produced in 35 days from time of sowing. When 3 inches in diameter it heads, and almost no outside leaves are produced.

You must try this lettuce if you want a real pleasant surprise, and to be frank with you, I look forward to your favorable comment with quite a certainty.

I discovered this lettuce in one of my summer trips in the upper part of the State of New York, and when I saw it growing so well, served and tasted it, and I exclaimed: "There is one of the best things for my novelty list"; hence this offer.....Pkt., 15c; oz., 30c

Fuld's Summer Asparagus

I rejoice in my good fortune, having been able to secure this novelty. This is the most unique, new vegetable that has ever been introduced. It is everbearing, or in common English, a cut-and-come-again sort. It will find a place in every garden, for its merits are pronounced and numerous. The plant resembles that of the Summer Crookneck Squash. The fruit is oblong and green, and forms close down in the axils of the leaves. It should be cut when not more than 4 to 6 inches long. If you allow it to grow longer it loses its flavor, and when one fruit is allowed to mature it checks the formation of any more fruit on that plant. Care must be taken when cutting the fruit that the plant is not injured. It is cooked the same as Asparagus, either whole or cut in small pieces without peeling. It is particularly delicious when cut in small pieces and cooked with cream. It may also be used sliced and fried, and as a salad. Six hills are sufficient for a large family, as it may be cut almost every day until frost. If sown early it will fruit from the latter part of June until October. Plant in hills 3½ to 5 feet apart any time from the latter part of May until July 1st. Pkt., 25c; oz., 50c

The "Family" Bean

One of the most sensational novelties in the "Vegetable" line—of Japanese origin. This is a pole bean, which should be sown in May; it grows quickly and luxuriantly and produces an abundance of tender, fleshy pods, which attain the unusual length of 5 to 6 feet, and which, no matter how long, are always delicious and tender. They are of excellent flavor, and the reason for its name, the Family Bean, is because one pole is enough to supply a family all summer long with beans. They bear without interruption until frost. They deserve a trial, if for no other purpose than to show our friends. Per pkt. (25 seeds), 25c

Ten Distinctly "Japanese" Vegetables

We live in a wonderful country, the greatest in the world. We assimilate all that is good from our foreign friends, and if possible we improve upon it.

There is nothing clannish about the American, except that he is justly proud of his glorious country—he is above all fair and just, and will embrace the good things of Japan as promptly as he will discard that which is worthless, although produced at home.

Japan, solely by her merits, has made us recognize her as a rival in many things, and it behooves us to know what she has done in the line of vegetables, for we already know her great work with flowers.

It is with this thought in mind that I offer the following unique sorts of vegetables, and I give the descriptions just as they are given by the growers in Japan:

CHINESE OR CELERY CABBAGE

These Chinese Cabbage, known in Japanese under the name of "Pe-tsai," grow in form not at all like our cabbage, nor do they have the strong flavor, but are more like Cos Lettuce in form, and have a delightfully mild flavor.

They can be cooked as are our cabbages, but in addition make a most delicious salad, and, finally, a delightful slaw. They can be blanched a pure white.

The culture is the same as for "Winter Cabbage." The seed should be sown in July, ½ inch deep in the row and 2 feet between the rows. When the plant has grown 5 to 6 inches high, thin out until they stand 10 inches apart, keeping the best and pulling up the poorer ones. Cultivate well, and when large enough, should be blanched by earthing up and tying up closely with burlap. They do best in rich black soil, but will, of course, grow in other soils.

— — **Chosen Hakusai.** This is considered the most perfect type, and of Korean origin. Grows up more like a Savoy cabbage, with clumped leaves, but it is of early maturity, mild and sweet in flavor. Pkt., 15c; oz., 30c; 4 ozs., \$1.00

— — **Shantung Hakusai.** Originally a production of Shantung, a province in China. Distinctive in flavor, very mild and pleasant. The outside leaves grow large and round, the heart is snowy white and firm. Highly recommended for the home table. Pkt., 15c; oz., 30c; 4 ozs., \$1.00

— — **Santosai.** This differs entirely in appearance from the cabbage, being like a Cos Lettuce in aspect. The leaves are thick and fleshy, and are used extensively as salad. Boiled, minced and seasoned with butter, it is as delicately flavored as the best endive. Can be sown from spring until autumn, but for main crop, sow in August. Japanese poultry raisers grow acres of this just for poultry feed. Pkt., 15c; oz., 30c; 4 ozs., \$1.00

Japanese Turnips

While turnips are a favorite fall and winter vegetable, they may be enjoyed during the summer as well by sowing earlier.

They surely are of easy culture, but need well-worked, rich soil to insure a quick, uninterrupted growth, and they will be tender and free from woodiness.

For fall or winter sow in July and August, in rows 18 inches apart, using 1 ounce for 250 feet of row, thinning the plants when very young to 3 or 4 inches apart. For spring use, sow in April.

— — **Shogoin.** Round and very large, as they frequently grow to more than 15 lbs. in weight. Pure white in color, very solid and sweet, the best variety for midsummer planting. It is very uniform and can stand lots of cold weather. Plant during June, July and August. Pkt., 20c; oz., 50c

— — **Tokyo Summer Market.** This matures quickly and is one of the best for summer cropping. Flat, round, pure white, solid seed, and of excellent flavor. Sow seeds in early spring. Pkt., 20c; oz., 50c

Japanese Radish

As the potato and onion are here considered valuable vegetables, so is this particular kind of radish considered indispensable in Japan.

These radishes are monsters in size and are used both cooked and raw. One root will be enough for a large family. It grows with little care, roots 1 to 3 feet in length, 10 to 30 inches in circumference and weighing from 2 to 30 pounds apiece.

Rapid growth is essential to produce the best.

The most important point in its culture is the date of sowing, for each variety has a distinct season for being sown. If you changed them, the plant would go promptly to seed without forming a tuber.

- — **Long Nerima.** It has been called Nerima, for that is the name of the province it was produced in, near Tokio. It is one of the most valuable sorts, being large and long (as long as 3 feet), and the end of it is round in form, snowy white and bright color. Its flavor is most tender and sweet; Japanese radishes are never pungent. Nerima can be used in all styles of cooking, and even pickled. It keeps excellently and is recommended to every lover of the rare, delicious dish. The date of sowing varies as to the climatic conditions. For New York and all Eastern sections, sow early in July. In the South, sow late in August, and on the Pacific Coast, sow early in August Pkt., 20c; oz., 50c
- — **Miyashige.** Grows more than 2 feet long, and are solid, with a fine sugary flavor, to be used raw at the table. In Japan it is generally cut into small pieces and dried in the sun, and thus keeps for a long time. The date of sowing is the same as Nerima; the color is white, with deep green on top.....Pkt., 20c; oz., 50c
- — **Summer Favorite.** This is the best summer radish. Grows to a length of 2 feet and is snowy white in color, brightened with a light green color on top. Splendid for all styles of cooking, especially good for pickles in summer. Sow seed early in May in the East and North, early April in California, and still two months earlier in the SouthPkt., 20c; oz., 50c
- — **Sakurashima.** The largest sort in cultivation, a monster, round in shape, and some growing to more than 30 lbs. in weight. Is solid and of good flavor and exceedingly crispy and tender. Good for any style of cooking. Sow the seeds in the Northern States like New York, in early July. In California, late in July, and in the Southern States, the middle of August. Thin out well, to allow for proper development; matures in 120 daysPkt., 25c; oz., \$1.00

Japanese Onion

A specie of onion which does not form a bulb, being used for its mild and delicious root, stem or neck. It is regarded as a great favorite and one of the most useful vegetables in Japan on account of its unusual but superior flavor. Use exactly like onion or leek.

Grow just as the regular onion from seed, in drills 1 foot apart and $\frac{1}{2}$ inch deep. When the plants are 6 to 8 inches high, transplant in a deep loamy rich soil, in soil 24 inches apart and 4 inches between the plants, as deep as possible, so that the neck may be covered and blanched. Draw the earth to them as they grow. The seeds may be also sown in July or August for a crop in the late fall. One ounce will plant 100 feet of a row.

- — **Senju.** This is the most popular sort with uniform stem and neck.
Pkt., 25c; $\frac{1}{4}$ oz., \$1.00; oz., \$3.00

Japanese Spinach

This is unlike any other spinach, and the Japanese claim that it excels in flavor anything with the name of spinach. The leaves are large but tender.....Pkt., 15c; oz., 40c

French Artichoke

I do not offer seeds of this splendid rare dish, because the result from seeds is most unsatisfactory.

1. You would require a hothouse to start the seeds.
2. The result even then is perhaps a fruit or two before frost from a dozen plants, and
3. Artichokes grown from seeds are nothing more than thistles.

Let me first explain what the French Artichoke is: a large robust plant with large cut-up leaves, from the center of which rises a stout stalk, producing at its crown a flower in the form of an oblong ball. When this flower is matured about two-thirds, we cut the flower just below its base, and this is what we boil and serve.

From the same stalk other flowers will be borne on side shoots, and a crop of from 4 to 6 fruits is considered a good one from a single plant in a season.

To produce such a crop we must plant a one-year old plant some time in May, and giving it the best of soil. Manure under each plant and allow at least 3 feet of space for each plant.

The plants which I will furnish come from one of the finest estates in America, and the owners had originally imported the most valuable sorts, and then eliminated all but one—the best.

I supply strong one-year-old plants in May at.....75c each; \$7.50 a dozen
Supply is limited, so order early.

Spanish Cardoon

Have you ever heard of Cardoon? Some will say no; others will say I have seen it offered, but I have never grown it.

Let me say that you have missed one of the finest vegetables growing. The plant resembles that of a French artichoke in appearance, growing more robust and more compact, but it bears no fruit and its stalks and roots are used. After blanching like celery in the late fall, the stalks of the inner leaves are crispy and tender, and should be used like celery in stews, soups and salads. They also form, together with the main root, a delicate dish when boiled and served up with sauce.

Sow the seeds in hothed in March or when soil is warm enough outdoors in May. Thin out the seedlings gradually until only the strongest remain. Plant out in the garden in June on rich trenches 4 feet apart, placing the plants $2\frac{1}{2}$ feet apart. Keep them well watered during dry weather, and when nearly full grown, carefully tie up the stalks, wrap around with straw and earth up as with celery. They cannot be used until frosty weather, like celery. Earth up in September.

- — **White Improved.** A special sort with most prominent pure white stalks.
Pkt., 25c; oz 75c

Celeriac

This vegetable is known to foreigners only, but if its proper use is practiced it will be found a most delightful dish on the American table. Its culture is very easy and forming a variety of winter vegetable, it should attract most anyone who has a love for something different. Celeriac as a plant looks like celery, and while its top leaves can be used for flavoring soups, etc., it is the root that we grow this plant for. The root, particularly of the variety which I offer, is of apple shape, and is cropped late in the fall, and stored in sand. When boiled they are eaten with roast beef, mutton, etc. And in addition, are cooled, sliced and served as a most delightful salad. It is the flavor which gives it its value.

Culture: Sow the seed in drills 1 foot apart early in May, covering lightly and evenly. When large enough, thin out so that each plant has 6 inches of space to develop in. Cultivate thoroughly and keep well watered during the dry season.....Pkt., 10c; oz., 40c

Chervil

If I could give vent in my admiration for this plant, I could fill this whole book with my song of praise. Some Americans have discovered it, and whoever I meet thinks as well of it as I do.

Let me first describe it. In appearance it is not unlike parsley, but much more silky in texture, and more refined like a fine-leaved Maidenhair fern. The leaves are used to dress all kinds of salads, also to flavor soups and meats. Its flavor is most piquant and so delightful that whenever I meet this plant I pull a few leaves and eat it raw; I cannot resist it. The leaves should be finely chopped, and I frequently add it to sliced radishes, celeriac or cucumbers to make them all better in taste. I am positive that if you ever grow it you will never be without it.

Culture: If you have a hotbed or a cold frame, sow a row in both in March and April respectively, for it is ready for picking 30 days after sowing. You need not thin it out for the younger it is the more delicious. Out of doors it should be sown early in May in rows a foot apart, no thinning here is necessary either, but cut, cut, cut.

— **Fancy Curled**Per pkt., 10c; oz., 25c

The Family of Chicories

The average American calls many things Chicory while they are not in their true sense. As for instance, there is the common chicory, which is grown for its roots. There are several others grown for their leaves, and again others called "Endive" in many sorts. All of these we find called Chicory on the menu cards of better American restaurants.

In this book with my explicit stories and descriptions, I shall try to unfold a clearer understanding of them. Let me first say, we Americans care for Chicory or Endive as a salad only, and they constitute the finest winter salads which we have, but their cultures are not as easy as we know, and herein lies their secret. It will be no longer a secret to you, if you read "Vegetable Lore," published once a month.

The Whitloof Chicory

Often Called "Belgian" Chicory Also

Years ago the finer hotels and restaurants imported this delightful salad from Belgium, but the war has taught us many things, particularly the growing of vegetables at home. The first thing you want to know is "What is Whitloof like?" Have I guessed rightly?—oh, yes—I know.

Have you ever dined during the winter in one of the foremost hosteleries and noticed the waiter serve a salad formed of oblong-coned heads of creamy white leaves? The leaves not longer than 6 inches and about 2 inches broad? That is Whitloof, but that is not the way it grows out of doors, for it looks very similar to a broad-leaved endive.

After it is grown out of loofs it is lifted and stored, and then forced in any cellar, so that you can enjoy it all winter long. It is impossible to give here its very interesting culture in the house, but "Vegetable Lore" will disclose it to you next fall; so do not delay and subscribe for it at once.

Summer Culture: It need not be sown out of doors until the first week in June, in rows 18 inches apart, and afterwards thinned out to stand 9 inches apart in the row. Water regularly and feed occasionally with liquid manure. Keep weeded. In November lift, shorten the roots to 8 or 10 inches and cut the leaves back to within 2 inches of the stem. Dig a pit and store in same until ready for forcing in the house. For further instructions, read "Vegetable Lore.".....Pkt., 15c; oz., 50c

Corn Salad or Lamb's Lettuce

A valuable salad plant for late autumn, winter and early spring use. The leaves grow loose and are picked and mixed with other salading plants, or served alone. When mixed with potato salad it creates a distinctly new and delightful dish. Boiled like spinach, corn salad forms a most agreeable dish, and the beauty of it is that it grows out of doors even in midwinter under the snow.

Sowings made in August will have leaves ready in October. When freezing weather sets in, cover with long straw. The seed should be sown in drills 9 inches apart, and the seedlings thinned out to 6 inches from one another. The soil should be fairly rich and dry and the situation an open one.

— — **Large Green.** The best all around sort.....Pkt., 10c; oz., 25c

Broad-Leaved Ice Plant

Here again I am offering a unique salad, 'tis known to but few. The plant is of creeping nature, having oak-shaved leaves, which on their surface are covered with silvery fur. The leaves should be cut only a few minutes before meal time, washed and served. The plant is well named, for the leaves—although picked in midsummer—appear like icicles on your tongue and quickly dissolve. You will make all your friends interested if you try it. Sow seeds early in May thinly all over a well-prepared bed, and just rake seeds into the surface, keep well watered; do not thin out or transplant; it will take care of itself.

Pkt., 10c; ¼ oz., 30c.

FULD'S "ALLFRUIT" TOMATO

Of nothing am I prouder than the introduction of this novelty, for I claim that when this new tomato becomes known all other sorts will be discarded.

It is an "epoch making" novelty, for it presents the greatest advance in tomato production I have had the pleasure of realizing.

Its special points of merit are:

That growing next to the earliest of the present period, it is just two to three weeks earlier.

It has a habit of growing erect so that the fruit does not lie on the ground.

It produces the largest clusters of tomatoes ever known. Twenty fruits in one cluster are nothing unusual, and notwithstanding these heavy clusters, it produces any quantity of such clusters; in fact, a full-grown plant, without pruning, shows more fruits than leaves. The very top of the plant is a gigantic flower head.

I claim that three plants of "Fuld's 'Allfruit' Tomato" will produce more than a dozen of any other sort.

The size of the fruit is medium, and just the ideal size for all purposes.

Its color is superb.

Its form just perfect.

Its flavor, the finest of all.

It produces little seed, and therefore contains more food value.

This tomato should be grown upright, tied to a stake. Seers should be started in the house as early as February, or in hot-bed in March, or in cold frames in April. Allow three feet of space for each plant, and place plenty of manure underneath each hill.

On account of its ability to produce few seeds, I can only offer 25 seeds to a packet.

Per pkt. (25 seeds), 25c

Stock is very limited.

FULD'S REGULAR OFFER OF VEGETABLE SEEDS

For the benefit of the amateur gardener I have compiled the following list as the real selection of sorts, one which has no duplication nor any omission.

In order to make this offer still more interesting, I wish to announce that many items here listed I offer in original packets from other seed dealers, for I know their strains to be superior, and although they will come to you in original packages they will be charged at exactly their prices—no extras.

At the same time I will back their seeds with my reputation.

All seeds of Vegetables are more than scarce, for some varieties were total crop failures while others were partial failures, and so it is important that you order at once, although your order may not be executed until some later date.

As to my prices: They are based upon crop 1917 results, as I refuse to deal in older seeds.

You are compelled to use seeds more economically than in the past, for they cost you more, and truly you will have sufficient if you sow more thinly.

The advantages of ordering from me are as follows:

First—You save time, stationery, stamps, etc., and lots of troublesome work by making out but one order.

Second—You are receiving absolutely the best of each kind, for this is based on exclusive knowledge gained through a score of years in the business.

Third—Your selection is absolutely ideal.

Fourth—With the existing scarcity of seeds this year, you have greater assurance of receiving your seeds by ordering of me than elsewhere, because I have scores of sources to draw from, and

Fifth—You will receive prompt and courteous attention.

I reserve the right to change prices from those here quoted, as conditions may make it necessary.

ARTICHOKES:

Jerusalem (tubers)Per quart, 40c

French (plants)Each, 75c; dozen, \$7.50

ASPARAGUS ROOTS:

Palmetto (3-year-old roots)Per 100, \$2.50

Argentevil (3-year-old roots)Per 100, 2.50

BUSH BEANS:

String Green Podded—

Stringless Green Pod. The best all-around string bean..Per lb., 55c; per 2 lbs., \$1.00

Refugee, or 1,000 to One. Ideal for pickling.....Per lb., 55c; per 2 lbs., 1.00

Shell Bean—

Low's Early Champion. Good for snap or dry bean....Per lb., 55c; per 2 lbs., 1.00

Butter or Wax Bean—

Pencil Pod, Black Wax. Always stringless and tender..Per lb., 55c; per 2 lbs., 1.00

Refugee Wax. Ideal for salads or pickling.....Per lb., 55c; per 2 lbs., 1.00

Lima Beans—

Fordhook Bush Lima. The best of the large seeded sort.Per lb., 60c; per 2 lbs., 1.20

Henderson's Bush Lima. The best of the small seeded sort..Per lb., 60c; per 2 lbs., 1.20

POLE BEANS:

String Green Podded—

Old Homestead or Kentucky Wonder. The very best of all.....Per lb., 60c

Butter or Wax Beans—	
Kentucky Wonder Wax. A companion to the preceding sort.....	Per lb., 75c
Shell Bean—	
Hampton Pole. Excellent bearer.....	Per lb., 75c
Scarlet Runner. The most delicious of all shell beans.....	Per lb., 75c
Lima Beans—	
King of the Garden Lima. The best large seeded sort.....	Per lb., 60c
Sieva Pole Lima	Per lb., 60c
Seeds are small but very sweet.	
BEEETS:	
Extra Early Egyptian	Pkt., 10c; oz., 30c; 4 oz., \$1.00
The best for spring and summer.	
Crimson Globe	Pkt., 10c; oz., 30c; 4 oz., 1.00
The best for fall and winter.	
BRUSSEL SPROUTS:	
Sutton's Exhibition	Per pkt., 25c
The finest of all.	
CABBAGE:	
Early Jersey Wakefield	Pkt., 10c; oz., 50c
Very early, with a cone-shaped head.	
Early Spring	Pkt., 10c; oz., 50c
Flat-headed sort; very early.	
Danish Ball Head	Pkt., 10c; oz., 60c
The best late Cabbage; large flat head.	
Perfection Savoy	Pkt., 10c; oz., 50c
The best Savoy Cabbage.	
Early Red Dutch	Pkt., 10c; oz., 60c
A small but perfect red Cabbage.	
CARROT:	
Early Parisian	Pkt., 10c; oz., 40c
This is very small and round, but it is deliciously sweet and very early; delightful to serve with peas; grown for summer.	
Early Scarlet Hour	Pkt., 10c; oz., 30c
Also small, but long in shape.	
Danver's Improved	Pkt., 10c; oz., 30c
The best all-around Carrot for fall and winter.	
CAULIFLOWER:	
Early Snowball	Per pkt., 25c
The only variety worth growing.	
CELERY:	
Paris Golden	Pkt., 25c; oz., \$1.30
The finest early summer Celery.	
Improved White Plume	Pkt., 10c; oz., 50c
A good fall bearing sort.	
Standard Bearer	Pkt., 15c; oz., 75c
The finest of all winter celeries; some times the outer stalks are pink; for crispness or flavor, nothing to equal it.	
Winter Queen	Pkt., 10c; oz., 40c
A very popular sort.	
New Rose	Pkt., 10c; oz., 50c
Pink stalks.	
SWEET CORN:	
Golden Bantam	Per lb., 50c
This is the best all-around Corn and cannot be excelled in sweetness; the ears are small, but this really is one of its greatest virtues. You can readily get along on this sort exclusively by sowing it in succession.	
Black Mexican	Per lb., 45c
Another very sweet variety.	
Country Gentleman	Per lb., 50c
A late cropper, but exceedingly sweet.	
CRESS:	
Curled	Per oz., 15c
The ideal sort for the garden; to be cut while young and used as salad.	
Water	Per pkt., 25c
Must be grown near running water.	
CUCUMBER:	
Davis Perfect	Pkt., 10c; oz., 25c
The best Cucumber for slicing.	
Cool and Crisp	Pkt., 10c; oz., 25c
Of medium size, but splendid cropper.	
Japanese Climbing	Pkt., 10c; oz., 35c
This may be trained over fences, etc., and thus make a useless space valuable.	
DANDELION:	
Broad Leaf, French.....	Pkt., 15c; oz., 85c
To be sown in July in frames and wintered there for early spring greens.	
EGG PLANT:	
Black Beauty	Pkt., 10c; oz., 75c
The best all-around sort.	
ENDIVE:	
Green Curled	Pkt., 10c; oz., 35c
Broad-leaved Batavian	Pkt., 10c; oz., 30c
GABLIC:	
Sets only	Per lb., 50c
KALE:	
Scotch Curled	Pkt., 10c; oz., 30c
The ideal winter green.	

- KOHL RABI:**
Early White ViennaPkt., 10c; oz., 50c
 The most tender sort; should be picked when but 1½ in. in diameter.
- LEEK:**
Broad American FlagPkt., 10c; oz., 35c
- LETTUCE:**
HansonPkt., 10c; oz., 25c
 Sow it thick; don't thin it, but pull it when only 2 to 3 in. high, and eat it as loose-leaved lettuce. It takes but three to four weeks to grow it. Sow in succession.
May KingPkt., 10c; oz., 25c
 The earliest heading lettuce to be sown in hot-bed; not good for midsummer.
Big BostonPkt., 10c; oz., 25c
 A splendid heading lettuce for June and July; should be the first lettuce sown out of door.
Black Seeded TennisballPkt., 10c; oz., 25c
 The best head lettuce for midsummer.
Black Seeded Mammoth ButterPkt., 10c; oz., 25c
 A special sort, used for sowing in August and cropping in fall.
Trianon CosPkt., 10c; oz., 25c
 This is the so-called "Romaine," which is so popular today.
- MUSK MELON:**
Jenny LindPkt., 10c; oz., 20c
 A small but early fruit.
Emerald GemPkt., 10c; oz., 25c
 Excellent.
Rocky FordPkt., 10c; oz., 20c
 The well-known orange flesh variety.
- MUSTARD:**
White LondonPer oz., 15c
 So delightful with other salads.
- OKRA:**
White VelvetPkt., 10c; oz., 15c
- ONION SETS:**
White and YellowPer quart, 50c
- ONION SEEDS:**
Ailsa CraigPkt., 25c
 The largest of all yellow onions.
PrizetakerPkt., 15c; oz., 75c
 A splendid onion of large size.
Selected Yellow Globe DanversPkt., 15c; oz., 75c
 The best all-around onion for fall crop.
QueenPkt., 15c; oz., 75c
 A small white onion for pickling.
- PARSLEY:**
Double CurledPkt., 10c; oz., 25c
 The best of all sorts.
Turnip RootedPkt., 10c; oz., 20c
 Something to add to our salad dishes.
- PARSNIP:**
Long Smooth or Hollow CrownPkt., 10c; oz., 30c
- PEAS:**
 Are very scarce for this year; the supply of all sorts will surely be exhausted early, so order at once.
Blue BantamPer lb., 60c
 The best of the early peas; exceedingly sweet.
Little MarvelPer lb., 60c
 This follows in cropping the former; of the same good qualities.
Sutton's ExcelsiorPer lb., 60c
 The varieties listed here follow each other in rotation of cropping just as they are offered; the above three sorts require no support, as they are dwarf.
Thomas LaxtonPer lb., 60c
 Better than Gradus in production and equal in size and sweetness.
TelephonePer lb., 60c
 One of the best croppers for fall.
Champion of EnglandPer lb., 50c
 Although one of the oldest, it is one of the best for the latest crop. All of the six sorts as listed above can be sown at one time and will just follow each other in cropping, but it is better to allow three days between each sowing spell.
Mange Tout (Sugar Podded)Per lb., 75c
 Every garden should have a row of this delicious pea, which must not be shelled, but you cook and serve the whole pods just as you take them from the vine.
- PEPPER:**
NeapolitanPkt., 15c; oz., 75c
 The sweetest of all peppers; can be used green or red.
- PUMPKIN:**
Early SugarPer oz., 20c
 The ideal pumpkin for pies.
- RADISH:**
Scarlet ButtonPkt., 10c; oz., 30c
 The earliest of all-round red radishes.
French BreakfastPkt., 10c; oz., 30c
 A very tender sort; fruit oblong, scarlet with white tip on bottom.
IceiclePkt., 10c; oz., 30c
 A long tapering radish of pure white; very delicious and seldom pithy.
Long Black SpanishPkt., 10c; oz., 30c
 A fall and winter radish; should not be sown until June; large and long with black skin.

RHUBARD ROOTS (undivided)	Each, 30c; doz., \$3.60
The roots I offer are individual clumps, which give immediate results.	
SALSIFY OR OYSTER PLANT:	
Mammoth Sandwich Island	Pkt., 10c; oz., 60c
The best sort of all.	
SORREL:	
Large French	Pkt., 10c; oz., 25c
A splendid salad plant; should be used while leaves are young.	
SPINACH:	
Viroflay	Pkt., 10c; oz., 30c
Best all-around sort of the regular kind. It is doubtful if seeds are obtainable.	
New Zealand	Pkt., 10c; oz., 30c
A special kind, which of late has become popular. One sowing suffices to crop a whole season, for as fast as you cut the leaves it grows again. The flavor is distinct.	
SQUASH:	
White Bush Scalloped	Pkt., 10c; oz., 25c
The well-known summer squash.	
Golden Summer Crookneck	Pkt., 10c; oz., 25c
Another good summer squash.	
Delicious	Pkt., 10c; oz., 25c
Very similar to Hubbard, but sweeter in meat; undoubtedly the best of all winter squashes.	
SWISS CHARD:	
Lucullus	Pkt., 15c; oz., 30c
One of the most profitable vegetables to be grown by the amateur. With the aid of a cold frame one sowing will produce a crop lasting 12 months. You cut the outer leaves only when frost comes, place plants in cold frame, where you can cut again all winter, and then again you set the plants out in spring and it will bear until the new crop makes its appearance. Swiss Chard produces two distinct vegetables. The ribs separated from the leaves resemble asparagus in taste; the leaves by themselves are cooked as spinach.	
TOMATO:	
Comet	Pkt., 20c
Next to "Allfruit," this is the best all-around tomato for the amateur, for it is early, well colored and shaped and most prolific in bearing. It is by no means a large tomato, for they are as a rule the most undesirable.	
Crimson Cushion	Pkt., 15c
The ideal sort for baking and stuffing.	
Golden Queen	Pkt., 10c
Golden fruit with a distinct flavor; ideal for salads.	
Yellow Plum	Pkt., 10c
Red Pear	Pkt., 10c
Peach	Pkt., 10c
Red Cherry	Pkt., 10c
The foregoing four sorts are for preserving; all the fruits are small.	
TURNIP:	
Purple Top Strap Leaf	Oz., 30c
The earliest summer turnip.	
Yellow Globe	Oz., 30c
A fall sort; Very sweet.	
Buta Baga—American Imp. Purple Top	Oz., 30c
The sweetest of all winter turnips.	
HERBS:	
Borage, to dress salads	Pkt., 10c
Dill, to preserve pickles	Pkt., 10c
Lavender, to perfume linens	Pkt., 10c
Sage, to flavor stuffings	Pkt., 10c
Summer Savory, to flavor beans	Pkt., 10c
Sweet Basil, for soups	Pkt., 10c
Sweet Marjoram, for flavoring	Pkt., 10c
Thyme, for flavoring	Pkt., 10c
PLANTS OF HERBS:	
Mints	Each, 25c; doz., \$3.00
Chives	Each, 25c; doz., 2.50
Tarragon	Each, 30c; doz., 3.00
Lavender	Each, 25c; doz., 2.50
Sage	Each, 25c; doz., 2.50
Marjoram	Each, 25c; doz., 2.50
Thyme	Each, 25c; doz., 2.50

VEGETABLE PLANTS

A special offer of these plants will appear later, and if you wish to be safe, let me have your order now and I will prepare for you; prices will be absolutely fair.

HOW TO COMBAT THE TROUBLES IN THE VEGETABLE GARDEN

Vegetables, no less than flowers, are subject to insects and diseases, and I have always sympathized with the amateur when it came to the question of how to select the proper remedies for each trouble.

Just take hold of the usual seed book and you will find that for each insect you are offered a dozen different remedies, but the question is which is the one for you? In order to help you and so you can find the information readily, I give each plant in alphabetical order.

ASPARAGUS.—Have you ever noticed a beetle destroying your young shoots? In order to fool this insect, we let a few shoots grow so as to provide a feast for him, and these few shoots we spray every few days with Arsenate of Lead, and thus do we destroy all quite readily.

Did you notice if your stalks had brown spots, which is called "rust"? If so, spray the plants three weeks after you have stopped cutting with "Atomic Sulphur," which must be dissolved at the rate of 1 pound to 7 gallons of water.

BEANS.—These plants are subject to rust, a spot on the pod, and this is due to moist weather. Once they are affected, there is no cure, but a good preventative is not to cultivate or walk between beans while the soil is wet.

CABBAGE.—This plant is, above all, subject to Cutworms. Shortly after the plants are set out in the garden you go out one morning and find a number of the plants as cut with a sharp knife directly above the ground. This is the handiwork of Mr. Cutworm. If you will examine the soil directly close to the plant, and not more than an inch deep, you will discover a plump, stout pale-looking worm all curled up. That is he. Destroy him at once. But that does not bring back your plant. We must prevent cutworms from infesting the soil, and we can do this easily with "Carbosul," a liquid which is diluted and sprayed on the soil a week before planting. The next trouble which attacks Cabbages is "Clubroot." The roots become attacked by a cancer-like growth, and nothing can be done to cure it except to remove such plants when they show the trouble and discard them. You will say, how can I discover the trouble? The plants affected will not head, or make abnormal growth or no growth at all.

During the last season the "Cabbage worm" has given us our greatest trouble, and now you will ask—"What does he do?" He makes sieves out of the Cabbage leaves by eating holes into them. We should not worry about him, for we can readily destroy him by dusting our plants with "Slug-Shot" once a week as soon as we see the first sign of the insect.

Do maggots infest the roots of your Cabbage? If so, spray with "Carco."

CELERY.—These plants are sometimes affected with blight, and if this has been your trouble in the past, spray with "Vitrio Bordeaux," which should be diluted at the rate of 1 pound to 6 gallons of water.

The spraying must begin while the plants are still in the seedbed and at regular intervals of ten days throughout the season.

CUCUMBERS.—Please read my story about these in the "Vegetable Lore," for I have given there the remedies for the existing troubles.

PEAS.—Just when the plants are ready to flower, the green louse (Aphis) attacks the plants and destroys them inside of three days. This trouble is only occasioned in isolated localities, and if you have experienced it you can readily overcome it by spraying the plants every week after up with "Aphine."

SQUASH.—These are apt to be attacked by the squash bug. The best remedy is to dust with "Bugdeath."

POTATOES.—Potatoes have several troubles:

1. **Scab.** Which is a brown spot on the tuber. This can be overcome by dipping the cut tubers before planting in "Formaldehyde"; a 5% solution should be used.

2. **Potato Bug.** Everybody knows this pernicious insect, but we need not fear him if we dust our plants when bug season is on with "Bugdeath," and continue the same at regular intervals.

3. **Rust and Blight.** This can readily be noticed, as the foliage turns brown or black in either spots or all over. We can overcome that by spraying with "Bordo-Lea."

TOMATO.—The fruit is attacked sometimes by rot. This is remedied by spraying with "Vitrio Bordeaux."

INSECTICIDES

Alphine.—The ideal remedy to kill lice (Aphis) in such plants as Sweet Peas, Garden Peas, Nasturtiums, Roses, Chrysanthemums, etc. No garden is ever immune of Aphis. Always have it on hand.....Pt., 75c; qt., \$1.50; gal., \$4.00

Aster Beetle Chaser.—The only remedy to kill the black Aster beetle, which destroys the Aster blooms just as they unfold.....Per lb., \$1.00

Arsenate of Lead (Paste).—The most effective remedy for all leaf-eating insects, such as Codling Moth, Caterpillars, Elm-leaf Beetle, Browntail Moth, Currant Worms, Cucumber Beetle. 1 lb. of paste makes 15 gallons of diluted spray.

Per lb., 50c; 5 lbs., \$1.75; 10 lbs., \$3.25

Vitrio-Bordeaux Mixture (Paste).—A check on all plant diseases, but particularly good for blight. 1 lb. of paste makes 20 gallons of spraying material.

Per lb., 40c; 5 lbs., \$1.25; 10 lbs., \$2.25

Bugdeath.—The best remedy for the Squash Bug.....Per lb., 30c; 3 lbs., 75c; 5 lbs., \$1.10

Carbo-Sul.—The greatest remedy against the Cutworm and other soil-infesting insects.

Per pt., 65c; qt., \$1.00; gal., \$3.00

- Carco.**—The latest and most wonderful remedy against the maggots which destroy Cabbages, Onions, Cauliflowers, Turnips, Radishes, Beets, etc.... Per pt., 25c; qt., 50c; gal., \$1.35
- Bordo-Lead.**—A combination of Bordeaux Mixture and Arsenate of Lead, and which is a most effective remedy against the Potato Bug. It also is a fungicide and benefits Asparagus, Beans, small fruits, Roses, etc. Mix 1 lb. in 5 gallons of water.
Per lb., 45c; 5 lbs., \$1.75; 10 lbs., \$2.75
- Fungine.**—The best remedy for mildew on roses and other plants.
Per pt., 75c; qt., \$1.50; gal., \$4.00
- Slug-Shot.**—The act-quick remedy for the Cabbage Worms.....5-lb. package, 50c

FERTILIZERS

- Nitraco.**—The universal garden fertilizer for the amateur, for it can be used with safety to any soil in any climate to "anything that grows." It does away with questioning.
5 lbs., 75c; 10 lbs., \$1.25; 25 lbs., \$2.50; 100 lbs., \$6.00
- Nitrate of Soda.**—The greatest plant forcer; quickens growth.
5 lbs., \$1.00; 10 lbs., \$1.50; 100 lbs., \$9.00
- Pure Steamed Ground Bone.**—The finest quality ever offered. Ideal for roses and general crops5 lbs., 75c; 10 lbs., \$1.25; 100 lbs., \$7.50
- Pulverized Sheep Manure**.....4-lb. package, 40c; 100 lbs., \$3.50

THE NEWER TOOLS

In order to save printer's bill I have induced each manufacturer to present me with his leaflets which tells the best story of each tool. They are being mailed with this booklet. In case you miss any as enumerated below, let me know and another copy will be mailed to you.

- The Liberty Adjustable Cultivator Weeder.**—A tool which puts efficiency into the busy man's garden workPrice, each, \$2.00
- Five-point Scratch Weeder.**—A handy little tool to stir up the soil in flower beds; 6-in. handleEach, 25c
- Seven-point Scratch Weeder.**—With 14-in. handle.....Each, 50c
- Liberty Wheel Cultivator.**—The latest creation in a handy tool for the bigger amateur.
Each, \$3.25
- The Gilson Weeder.**—This I consider the best introduction in a new tool for this year. It is a tool for the ladies, because they can now reach the little plants growing far in the border. The small size is particularly desirable:
3½-in. bladeEach, \$1.00
5 -in. bladeEach, 1.10
- The Perfection Drill and Garden Seeder.**—Now that seeds come high, we must be less wasteful with them, and the only way we can do this is by adopting this tool.....Each, \$2.00
- The "Gem" Dandelion Rake.**—The ideal tool to clean our lawns from the dandelions.
Each, \$1.00

IMPORTANT

About February 1 I shall mail you another booklet containing the most remarkable offer of

Old-fashioned hardy flowers, roses, gladiolus and dahlias.

And mind you, the prices will astonish you—so low—that you simply must do flower gardening, whether you want to or not.

Never again will you be able to fill your garden so cheaply.

And then from time to time I shall remind you that I am still doing business and surprise you with perhaps a forgotten thought or a new suggestion or a reminder.

It is helpful—you know it.

Thank you!

GROW FLOWERS

(From a British Gardening Journal)

It seems to be the proper thing in these days to disparage flowers, or rather it is said to be unpatriotic to grow them; but many forget the large quantities required to supply hospitals, and are unmindful of how they are appreciated in like institutions. A week or two back the writer, in visiting a wounded soldier just over from France, took a couple of big specimens of Japanese Chrysanthemums for the benefit of all. And to state that there was a rush to see them among those least stricken, as well as a desire to see them from those who could scarcely move, would be telling the truth. For the time being the mud of Flanders was forgotten, and instead of my getting news as to the fighting, I had to answer many questions as to the reality, and so on, of the flowers. In the past—that is to say, before the war—hospitals took, in the way of flowers, to brighten them, the refuse, so to speak, the clearing-up of flower shows and the like. In these changed times, however, the best and nothing but the best should reach them. Fresh flowers are among the most telling things to relieve pain and trouble, to take one away from other surroundings; and it is just one of the kindnesses we who do not risk our lives in battle, should see to it that it is not neglected.

